

Subject:

From:
Angela Kang
Date:
8/7/19, 11:22 AM
To:
"William C. Russell" <WRussell@ontarioplace.org>
CC:
Media <media@ring.com>

Hi Sgt Russell,

Thank you for your interest in doing a PR to announce OPD's partnership with Ring.

Firstly, before training can begin, Ring will send out a standard in app announcement message (see below) to inform Ontario Neighbor's app users that you have joined the platform and set the stage for your participation on the app. Please approve this before the first webinar date.



Additionally, below are the PR materials to help you get started and well as guidelines on responding to press/media inquiries.

Ring's PR team is copied on this email (via media@ring.com) please be sure to connect with us if you receive any media inquiries.

Neighbors App PR Materials Folder ([click to access \[dropbox.com\]](#)) includes:

- Initial social media announcement templates (a great tool for informing the community)
- Key Neighbors App talking points
- Hi-res Neighbors App imagery

Guidelines

- All public facing messaging and materials that mention Ring and/or the Neighbors App must be approved by both parties
- Media inquiries and public requests for information about Ring or the Neighbors App should be flagged with both parties by contacting Ring's PR team via media@ring.com
- Per Ring's company policy, we do not publicly disclose any app user or device owner data

Neighbors Portal back-end features should not be shared with the public, including the law enforcement Neighbors Portal on desktop view, the heat map, sample video request emails or the video request process itself as they often contain sensitive investigative information

Please be sure to connect with myself as well as Ring's PR team (via Media@ring.com) regarding any inbound media inquiries.

Please reach out with any questions!

Thank you,

[Angela Kang](#)

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